American Management Association's
Developing Your Analytical Skills:
How to Research and Present Information

Learning Objectives

- Apply Techniques to Information to Help Determine What Is Relevant
- Put Information into a Form that Can Be Analyzed
- Analyze Information in Order to Identify the "Best" Opportunity and Explain Your Reasoning
- Recognize Patterns and Discern What They Can Mean for Your Business
- Identify a Framework as the Basis for Creating Presentations That Use Information You've Derived from Your Analysis

Analytical Skills for the Business Professional

- Identify Core Analytical Skills Commonly Used by Business Professionals
- Describe Some of the Challenges Business Professionals Face in Collecting, Evaluating, and Presenting Information and Recommendations
- Identify the Basic Steps in the Analysis Process

The Planning Phase

- Identify the Purpose of the Analysis
- Use a Tool for Clarifying Questions
- Decide on an Approach for an Analysis
- Discuss the Importance of Considering the Needs of Your Audience When Developing the Plan
- Create a Data Collection Plan

The Analysis Phase

- Use an Outline to Organize Data for Analysis
- Aggregate Unstructured Data into Segments Based on Common Characteristics That Define Them
- Organize Data Via Graphic Tools
- Assess the Potential Risk Associated with an Analysis
- Use an Outline to Evaluate Data and Deal with Information Gaps

The Conclude Phase

- Describe the Characteristics of Valid Conclusions
- Explain How to Get from Conclusions to Recommendations
- Develop Recommendations That Can Be Used in a Presentation

Telling Your Story

- Discuss Tools, Tips, and Techniques for Presenting Your Findings/Telling Your Story to Multiple Audiences
- Create and Deliver a Brief Presentation Highlighting Your Conclusions and Recommendations